

IN THE CLAIMS:

Please cancel Claims 4 to 7 and 14 to 24 without prejudice or disclaimer of subject matter, add new Claim 25, and amend the claims as shown below. The claims, as pending in the subject application, read as follows:

1. (Currently Amended) An Internet DTV system ~~having~~ comprising:  
a digital broadcast station that broadcasts a program by using a well-known broadcast radio wave ~~such as a ground wave or a satellite wave~~;  
a commercial server provided on the Internet that holds a content management server, ~~managing/delivering~~ managing or delivering second programs[[,]] and sponsor commercials; and  
a terminal, provided on ~~the~~ an audience side, that receives a digital broadcast and accesses the Internet,  
wherein said broadcast station ~~comprising~~ comprises:  
broadcasting means for broadcasting information described in a predetermined format specifying the program, display of a second program to be selected by ~~the~~ an audience, address information indicating a location of content upon selection of said second program, and a sponsor of said program,  
and wherein said terminal ~~comprising~~ comprises:  
receiving means for receiving information from said broadcast station;  
access means for accessing ~~said~~ the Internet;

first output means for combining the received program with said second program in accordance with a received description and outputting the program to a predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program, accessing said content management server by said access means by using a described URL for said second program, notifying information to specify said sponsor, and issuing a request for transfer of said content; and

second output means for outputting the content received from said content management server to said display device,

~~further~~ wherein said content management server ~~comprising~~ comprises:

request means for, ~~if information requested from said request means of said terminal includes information specifying said sponsor, requesting commercial information of said sponsor~~ content from said commercial server; and

combining means for combining the commercial ~~information~~ content sent from said commercial server with the content requested by said terminal and transmitting the information to said terminal, and

~~further~~ wherein said commercial server ~~comprising~~ comprises:

a database that holds commercial contents ~~with said information specifying said sponsor as a key~~; and

searching means for searching for a corresponding commercial content from said database based on said information specifying said sponsor requested from said content management server and information determining the combination of said sponsor

and the commercial content of said second program, and notifying the commercial content to said content management server.

2. (Original) The Internet DTV system according to claim 1, wherein said terminal further comprises:

an MPEG2 decoder for a digital broadcast;  
means for interpreting a BIFS description as a scene description; and  
means for decoding MPEG4 data from said content management server.

3. (Original) The Internet DTV system according to claim 1, wherein said terminal has a form of set top box connected to a television receiver owned by the audience.

4. to 7. (Canceled)

8. (Currently Amended) A terminal having an Internet access function, provided on ~~the~~ an audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

receiving means for receiving information from a broadcast station;

access means for accessing the Internet;

first output means for combining ~~the~~ a received program with a second program in accordance with a received description, and outputting the program to said predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program, accessing ~~said~~ a content management server by said access means by using a described URL for said second program, notifying information to specify ~~said~~ a sponsor, and issuing a request for transfer of ~~said~~ a content of said second program and a commercial content; and

second output means for outputting content received from said content management server to said display device,

wherein said commercial content is determined based on said information specifying said sponsor and information determining a combination of said sponsor and the commercial content of said second program.

9. (Currently Amended) A control method for a terminal having an Internet access function, provided on ~~the~~ an audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

a receiving step of receiving information from a broadcast station;

an accessing step of accessing the Internet;

a first output step of combining ~~the~~ a received program with a second program in accordance with a received description, and outputting the program to said predetermined display device;

an input step of inputting designation information from an operator;

a request step of, if an input designation is related to said second program, accessing ~~said~~ a content management server by said access ~~means~~ step by using a described

URL for said second program, notifying information to specify ~~said~~ a sponsor, and issuing a request for transfer of ~~said~~ a content of said second program and a commercial content; and

a second output step of outputting content received from said content management server to said display device,

wherein said commercial content is determined based on said information specifying said sponsor and information determining a combination of said sponsor and the commercial content of said second program.

10. (Currently Amended) A computer-readable storage medium ~~holding on~~ which is stored a computer-executable program that functions as a terminal having an Internet access function, provided on ~~the~~ an audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, wherein said program including comprises computer code to execute the steps of:

~~program code of process for~~ a receiving step of receiving information from a broadcast station;

an access step of accessing the Internet;

~~program code of~~ a first output ~~process for~~ step of combining ~~the~~ a received program with a second program in accordance with a received description, and outputting the program to said predetermined display device;

~~program code of~~ an input step of ~~process for~~ inputting designation information from an operator;

~~program code of a request step of process for~~, if an input designation is related to said second program, accessing ~~said a~~ content management server by said access ~~means step~~ by using a described URL for said second program, notifying information to specify ~~said a~~ sponsor, and issuing a request for transfer of ~~said a~~ content of said second program and a commercial content; and

~~program code of a second output process for step of~~ outputting content received from said content management server to said display device,

wherein said commercial content is determined based on said information specifying said sponsor and information determining a combination of said sponsor and the commercial content of said second program.

11. (Currently Amended) A content management server for transferring a content in response to a request from a terminal having an Internet access function, provided on ~~the~~ audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

a content database that holds and manages contents;

first reception means for receiving information specifying ~~the~~ content and information specifying a sponsor from said terminal;

second reception means for, based on the information specifying the sponsor received by said first reception means and information determining a combination of said sponsor and a commercial content of a second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

transmission means for extracting the content requested from said terminal, from said database, combining the content with the commercial content received by said second reception means, and transmitting the content to said terminal.

12. (Currently Amended) A control method for a content management server for transferring a content in response to a request from a terminal having an Internet access function, provided on ~~the~~ an audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

managing contents in a content database;

a first reception step of receiving information specifying ~~the~~ content and information specifying a sponsor from said terminal;

a second reception step of, based on the information specifying the sponsor received at said first reception step and information determining a combination of said sponsor and a commercial content of a second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

a transmission step of extracting the content requested from said terminal, from said database, combining the content with the commercial content received at said second reception step, and transmitting the content to said terminal.

13. (Currently Amended) A computer-readable storage medium ~~holding on~~ which is stored a computer-executable program for a content management server for transferring content in response to a request from a terminal having an Internet access

function, provided on ~~the~~ an audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, wherein said program including comprised computer code to execute the steps of:

managing contents in a content database;

~~program code of a first reception process for~~ step of receiving information specifying ~~the~~ content and information specifying a sponsor from said terminal;

~~program code of a second reception process for~~ step of, based on the information specifying the sponsor received at said first reception process and information determining a combination of said sponsor and a commercial content of a second program, requesting transfer of commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

~~program code of a transmission process for~~ step of extracting the content requested from said terminal, from said database, combining the content with the commercial content received at said second reception ~~process~~ step, and transmitting the content to said terminal.

14. to 24. (Canceled)

25. (New) A display device comprising:

receiving means for receiving first and second programs;

display means for displaying the first and second programs in parallel; and



display control means for displaying a commercial content of the second program determined based on information specifying a sponsor of the first program and information designating a combination of the sponsor and a commercial content of the second program.